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A REPORT ON THE DEVELOPMENT
OF IEC MATERIALS FOR THE
NATIONAL FAMILY PLANNING
AND POPULATION OFFICE
IN TUNISIA

A Report Prepared By:
Maria Elena Casanova

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ABBREVIATIONS

IEC	Information, Education, Communication
ONPFP	Tunisian National Family Planning and Population Office
AID	Agency for International Development
KAP	Knowledge, Attitude, Practice
PIACT de Mexico	Program for the Introduction and Adaptation of Contraceptive Technology

1. INTRODUCTION

The main objective of this two-week assignment was to assist the Tunisian National Family Planning and Population Office (ONPFP) in developing detailed plans to implement the IEC program. More specifically, the purpose was to design proper guidelines for developing IEC materials for the illiterate population in rural and suburban areas.

During her two weeks of work in Tunisia, the consultant primarily attended meetings with ONPFP staff involved in the development of IEC programs (see Appendix A); reviewed all IEC material produced by the ONPFP; and visited two different regions in the country, Kasserine and Sfax.

Because of unexpected travel delays and a religious holiday during the period of assignment, the consultant spent only nine actual work days with ONPFP staff. Nevertheless, in this short time she was able to reach conclusions and to agree with the ONPFP on the methodology to be followed in developing IEC materials for the illiterate population. At the suggestion of Mme. Souad Chater, president and director-general of the ONPFP, and the AID mission in Tunisia, the consultant included in her report a summary of the steps to be followed in the development of the above-mentioned materials.

II. OBSERVATIONS AND FINDINGS

To date, the ONPFP has produced a wide range of publications and IEC materials for literate, educated audiences. It is now interested in developing IEC materials that will reach the illiterate populations in rural and suburban areas.

The head of Information Services requested assistance in obtaining films and slide shows produced in French by international or American organizations. Information Services wants to translate these materials into "Tunisian Arabic" for use in its program while new and more adequate films and slide shows are being designed and developed using the new methodology. The films that have been received from different international organizations are in either French (two) or "Egyptian Arabic." Neither is understood by Tunisia's rural population; therefore, the films cannot be used by the program.

After several days of consultations and meetings at the ONPFP, and to try to determine the actual needs of rural areas, the consultant visited two gouvernorats and tried to interview the delegues regionaux, the sages-femmes, the equipes mobiles, etc.

As previously indicated by the ONPFP, each delegue regional has sufficient IEC equipment (e.g., slide and film projectors for educational programs). The equipment, however, is not being used because there is a lack of suitable material. Information Services does not have enough films or slides to distribute to the different gouvernorats. At this time, it has only two films that can be shown to the Tunisian population.

All who were interviewed expressed an urgent need for educational support materials suitable for the rural population. Their reactions to the materials produced by the PIACT de Mexico were most favorable.

Group sessions were held with rural women in Kasserine and Sfax to test the Mexican materials on the correct use of contraceptive methods. It was interesting to observe the women's reactions to the pamphlets (especially in the more remote and very poor area of Haidra, in Kasserine) because, unlike illiterate rural women in Mexico, women in rural areas in Tunisia are not familiar with any kind of printed materials.

The Tunisians' immediate reaction was total rejection. They were willing to accept the materials, however, after the sage-femme gave them a corresponding page-by-page explanation. After the three pamphlets on the pill, the IUD, and sterilization were explained, the women openly expressed their satisfaction and an eagerness to learn more, not only about the contraceptive methods but also about their bodies, reproductive organs, etc.

Both delegues regionaux expressed a need for adequate materials, and they were willing to collaborate to develop such materials (pretesting, distribution, etc.) in their corresponding gouvernorats.

III. CONCLUSIONS

After many meetings with ONPFP staff and with staff of the AID mission in Tunisia, and both before and after her visits to rural areas, the consultant reached the following conclusions.

IEC Materials: Priorities

- o The ONPFP will give top priority to the development of printed support materials for the rural population. It will follow the methodology developed in Mexico to produce pamphlets for illiterates on the use of contraceptive methods.
- o Several brief (3-5 minutes), strong radio messages will be produced by the ONPFP subcontractor, if necessary, with the aid of a local marketing firm. The ONPFP will use the same methodology of pretesting the messages among the target audience.
- o New films and slide shows also will be developed by the office. These will be shorter than the shows produced to date, but they will carry strong motivational messages and clear, simple educational illustrations. The motivational and educational films will be pretested among the target audience, in group sessions, before final production and distribution.

Plan of Action

- o The steps that will be taken to develop printed support materials for the illiterate rural and suburban populations are as follows:
 1. An initial KAP survey will be taken by the ONPFP throughout the country using the existing equipes mobiles. The survey will last two months and cover a small sample (approximately 30 women) in each gouvernorat. The purposes of the survey will be to find out what rural women know and do not know about contraceptive methods and family planning; to ascertain their fears and doubts about contraceptives; and to determine how they interpret the concepts of family planning. The answers to these questions will determine what messages will be included in the pamphlets.
 2. With the results of the initial research, the ONPFP will develop a preliminary draft of three pamphlets (one on the 28-day pill, one on the IUD; and one on sterilization). It will subcontract a graphic artist, a photographer, and professional models. The drafts will be developed over two months.

3. The first drafts of the three pamphlets will then be pretested by the equipes mobiles in each gouvernorat among the target audience. Pretesting will be done over a period of two months. The results of the pretest will indicate the degree of comprehension of each message in the pamphlets and the changes and alterations that must be made to improve comprehension and acceptance of the materials. During the pretesting, the women will be asked how messages that are not clearly understood could be better illustrated and how they would like the messages to be presented to them.
4. After this first pretest, the ONPFP will prepare a second draft of the pamphlets, based only on the suggestions and comments of the target audience. It will incorporate the necessary changes into the drafts.
5. The second drafts will then be tested throughout the country for one month to identify final changes that should be made in the pamphlets.
6. The ONPFP will produce the final prototype pamphlets, based exclusively on the target audience's opinions, suggestions, and points of view, in addition to the corresponding flipcharts, which should be identical in content to the pamphlets.
7. After the prototypes are completed, 50,000 copies of each pamphlet and 250 copies of each flipchart will be printed.
8. The ONPFP will distribute the materials to the delegates regionaux in all the gouvernorats, instructing them in their correct use. Each délegue régional will, in turn, be responsible for distributing the materials and instructing the populace in his/her gouvernorat in their use.
9. One year after the materials have been distributed, an evaluation will be made by the ONPFP to determine if the rural and suburban populations are in fact better informed about the different contraceptive methods and their correct use. It is also hoped that, by that time, the continuation rates for contraceptive use will have risen throughout the country.

IV. RECOMMENDATIONS

The ONPFP expressed a desire to implement the aforementioned plan of action as soon as possible, and it requested technical assistance during three different stages (i.e., at the start of the initial KAP study, to ensure the use of adequate research techniques and the selection of capable personnel; during the elaboration of the first draft of the pamphlets, to supervise the design, format, photography, etc.; and, one year later, to supervise the final evaluation of the project). Each of these three consultancies would last approximately two or three weeks. At the end of each consultancy, a detailed outline of the tasks required would be prepared before the next visit was made. (This consultant will be available and able to comply with this request whenever the formal project and budget are approved.)

According to the AID mission in Tunisia, the ONPFP was informed that the project would be developed by its existing personnel, as part of their day-to-day activities, to ensure that the office itself continues the program after staff are trained in the new methodology. It is hoped that this technique will be incorporated into and become an important part of ONPFP's IEC program.

At the direction of the mission, it also was stated that AID would cover the costs of technical assistance (three visits); of subcontracting a graphic artist, photographer, and models; and of production and printing.

The ONPFP concurred on these terms and expressed an eagerness to develop this new approach within the existing structure.

Upon return of the consultant, PIACT will submit to the AID mission in Tunisia a formal proposal and an approximate budget for consideration and approval of these activities. Agreement on this step was reached during a telephone conversation with AID/Washington.

APPENDICES

Appendix A
LIST OF CONTACTS IN TUNISIA

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USAID

Mr. William Gelabert, Director
Mr. William Kaschak, Acting Program Officer
Mr. Alan Getson, Family Planning Development Officer
Mr. Anwar Bachbaouab, Development Specialist,
Health Nutrition, Family Planning Program

UNFPA

Mr. Marco Cittone, Coordinator
Mr. Ronald Parlato, Consultant
Ms. Carol Valentine, Project Officer, Middle East Section, New York
Dr. Jean Martin, Consultant

ONPFP

Mrs. Souad Chater, President and Director-General
Mr. Mourad Chachem, Chief, Cooperation Bureau
Mr. Abdelkrim Yahia, Chief, Information Services
Mr. Hedi Loumi, Information Office
Mr. Rezgui Hammadi, Audiovisual Section
Mrs. Loghmani, Audiovisual Section
Mr. Mongi Bchir, Consultant

Kasserine

Mr. Abdi Abdelwaheb, Regional Representative
Midwife and Assistant, Mobile Unit
Staff, Haidra Dispensary
Contraceptive Users, Haidra Dispensary

Sfax

Mrs. Fatma Gargouri, Representative, Regional Family Planning
Midwife, MCH Center
Contraceptive Users, MCH Center

Appendix B

ITINERARY

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Wednesday, 5 November 1980

- 13:30 hrs: Meeting at UNFPA Office: Mr. Alan Getson, AID; Mr. William Kaschak, AID; Mr. Anwar Bachbaouab, AID; Mr. Marco Cittone, UNFPA; Mr. Ronald Parlato, UNFPA; and Mrs. Carol Valentine, UNFPA.
- 15:00 hrs: Meeting at AID Mission: Mr. A. Getson and Mr. A. Bachbaouab.

Thursday, 6 November 1980

- 10:00 hrs: Interview with Mr. Mourad Ghachem, Chief, Cooperation Bureau, ONPFP; review of ONPFP activities and discussion program.
- 15:00 hrs: Visit to the library; review of ONPFP-printed materials.
- 17:00 hrs: Interview with Mme. Souad Chater, President and Director-General; Mr. M. Chachem; and Mr. Abdelkrim Yahia, Chief, Information Services.

Friday, 7 November 1980

- 09:00 hrs: Meeting with Mr. Abdelkrim Yahia and Mr. Hedi Loumi, Information Services, ONPFP; review of activities at the Information Services and the Audiovisual Section.

Monday, 10 November 1980

- 07:00 hrs: Departure for Kasserine with Mr. A. Yahia.
- 10:00 hrs: Visit to the Regional Center of Education and Family Planning, meeting with Mr. Abdi Abdelwaheb, a regional representative.
- 10:40 hrs: Departure for Haidra to visit dispensary and interview mobile clinic staff and users.
- 13:30 hrs: Lunch.
- 15:00 hrs: Work session with the regional representative.
- 16:40 hrs: Departure for Sfax.

Tuesday, 11 November 1980

- 09:00 hrs: Visit to Regional Family Planning Center; meeting with Mme. Fatma Gargouri; review of activities.
- 11:00 hrs: Visit to the MCH center; interview with midwife and users.
- 13:00 hrs: Lunch
- 15:00 hrs: Work session with Mme. Gargouri.
- 15:00 hrs: Departure for Tunis.

Wednesday, 12 November 1980

- 09:00 hrs: Information Services, Audiovisual Section, ONPFP; viewing of two ONPFP films and one slide show.
- 15:00 hrs: Mr. A. Yahia, discussion and elaboration of possible workplan.
- 16:00 hrs: Interview with Mme. S. Chater.

Thursday, 13 November, 1980

- 09:00 hrs: Work session with Information Services staff, ONPFP
- 14:30 hrs: Meeting with Mr. Anwar Bachbaouab, AID Mission.
- 17:30 hrs: Meeting with Mme. S. Chater, Mr. M. Ghachem, Mr. Mongi Bchir, and Mr. A. Yahia, ONPFP.

Friday, 14 November 1980

- 10:30 hrs: Interview with Mr. William Gelabert, Director, AID Mission.

Saturday, 15 November 1980

- 08:30 hrs: Meeting with Mr. M. Bchir, ONPFP.
- 10:00 hrs: Meeting with Mr. A. Yahia.